

## Amendments to the Claims

1       Claim 1 (currently amended): A computer-implemented method of enabling users to subscribe to  
2       content in a computing environment, comprising:  
3                 identifying a content access behavior pattern of a user;  
4                 responsive to the identifying, consulting a mapping to determine a candidate content  
5       subscription to be offered to users exhibiting the identified behavior pattern, the candidate content  
6       subscription indicating at least one portion of content generated by a content source;  
7                 generating a markup language document representing the determined candidate content  
8       subscription;  
9                 offering, to the user, a subscription to the candidate content subscription using a graphical  
10      user interface constructed using the [[first]] markup language document;  
11                 responsive to acceptance of the offered subscription by the user, storing the markup  
12      language document as a trigger associated with the user and the content; and  
13                 subsequently evaluating the content generated by the content source, using the trigger, to  
14      determine whether any of the at least one portion of the content is considered a match to the  
15      trigger and [[if so,]] automatically sending each matching portion of the content to the user as the  
16      subscription and scheduling time on an electronic calendar of the user when any of the at least one  
17      portion of the content is considered a match to the trigger.

Claim 2 (canceled)

1       Claim 3 (previously presented): The computer-implemented method according to Claim 1,

2 further comprising:

3                 enabling the user to customize the offered subscription from the graphical user interface

4                 prior to acceptance of the offered subscription, such that at least one condition is placed on at

5                 least one of the at least one portion of the content; and

6                 revising the markup language document to include each of the at least one condition prior

7                 to the storing.

1 Claim 4 (currently amended): The computer-implemented method according to Claim 3, wherein

2                 the subsequently evaluating further comprises determining whether each of the at least one

3                 condition is considered a match to the trigger and only sending the matching portion of the

4                 content and scheduling the time on the electronic calendar if so.

Claims 5 - 12 (canceled)

1 Claim 13 (previously presented): The computer-implemented method according to Claim 1,

2                 wherein the subsequently evaluated content comprises a then-current version of the content

3                 generated by the content source.

1 Claim 14 (previously presented): The computer-implemented method according to Claim 1,

2                 wherein the subsequently evaluating is invoked responsive to a timer.

1 Claim 15 (previously presented): The computer-implemented method according to Claim 1,

2 wherein the subsequently evaluating is invoked responsive to occurrence of an event.

1 Claim 16 (previously presented): The computer-implemented method according to Claim 1,  
2 wherein the identifying is performed by an inference engine.

1 Claim 17 (previously presented): The computer-implemented method according to Claim 1,  
2 wherein the identifying comprises determining whether the user exhibits any of a plurality of  
3 predetermined content access behavior patterns.

1 Claim 18 (previously presented): The computer-implemented method according to Claim 1,  
2 wherein the content is rendered on a Web page and the identifying comprises identifying how the  
3 user interacts with the Web page.

1 Claim 19 (previously presented): The computer-implemented method according to Claim 18,  
2 wherein the Web page lacks a subscription interface for enabling the user to subscribe to the  
3 rendered content.

1 Claim 20 (new): A system for enabling users to subscribe to content in a computing environment,  
2 comprising:  
3       a computer comprising a processor; and  
4       instructions which are executable, using the processor, to performs functions comprising:  
5           identifying a content access behavior pattern of a user;

6                   responsive to the identifying, consulting a mapping to determine a candidate  
7                   content subscription to be offered to users exhibiting the identified behavior pattern, the candidate  
8                   content subscription indicating at least one portion of content generated by a content source;  
9                   generating a markup language document representing the determined candidate  
10                  content subscription;  
11                   offering, to the user, a subscription to the candidate content subscription using a  
12                  graphical user interface constructed using the markup language document;  
13                   responsive to acceptance of the offered subscription by the user, storing the  
14                  markup language document as a trigger associated with the user and the content; and  
15                   subsequently evaluating the content generated by the content source, using the  
16                  trigger, to determine whether any of the at least one portion of the content is considered a match  
17                  to the trigger and automatically sending each matching portion of the content to the user as the  
18                  subscription and scheduling time on an electronic calendar of the user when any of the at least one  
19                  portion of the content is considered a match to the trigger.

1                   Claim 21 (new): A computer program product for enabling users to subscribe to content in a  
2                  computing environment, the computer program product comprising at least one computer usable  
3                  storage medium having computer usable program code embodied therein, the computer usable  
4                  program code operable for:  
5                   identifying a content access behavior pattern of a user;  
6                   responsive to the identifying, consulting a mapping to determine a candidate content  
7                  subscription to be offered to users exhibiting the identified behavior pattern, the candidate content

8 subscription indicating at least one portion of content generated by a content source;

9 generating a markup language document representing the determined candidate content

10 subscription;

11 offering, to the user, a subscription to the candidate content subscription using a graphical

12 user interface constructed using the markup language document;

13 responsive to acceptance of the offered subscription by the user, storing the markup

14 language document as a trigger associated with the user and the content; and

15 subsequently evaluating the content generated by the content source, using the trigger, to

16 determine whether any of the at least one portion of the content is considered a match to the

17 trigger and automatically sending each matching portion of the content to the user as the

18 subscription and scheduling time on an electronic calendar of the user when any of the at least one

19 portion of the content is considered a match to the trigger.